



May 23, 2020

Via: toni.taber@sanjoseca.gov

Dear Mayor Sam Liccardo and San Jose Council Members:

Our mission at the Society for Commercial Archeology is to recognize the unique historical significance of the twentieth century commercial built environment and cultural landscapes of North America. The society emphasizes the impact of the automobile and the commercial process. To this end, the Society will carry out projects of documentation, education, advocacy, and conservation to encourage public awareness and understanding of these significant elements of our heritage.

We support the effort to save the former Bank of California building designed by Cesar Pelli. The building, designed by one of the most famous American Architects is a resource for the community of San Jose. This is a rare example of an early work by a very famous Architect.

Heritage tourism is a growing economic catalyst to communities. Baby boomers (Born 1946-1964) go on longer trips, that allow for in-depth exploration at a leisurely pace. Trips are often themed or educational. As grandparents, boomers are now the force behind multi-generational travel Boomers and spend an average of \$2,995 on 4.2 trips each year. (Luxury Marketing Council).

Sincerely,

Michael Hirsch

646-258-6512
president@sca-roadside.org